



CITY OF  
**OAKLAND**

**COMMUNITY POLICE  
REVIEW AGENCY**

## **REQUEST FOR PROPOSALS (RFP) for**

### **Development and Design of the Community Police Review Agency (CPRA) Annual Report**

**Budget: \$35,000**

**Due Date: Open Until Filled**

#### **To Express Interest Contact:**

Mac Muir, Executive Director

[mmuir@oaklandca.gov](mailto:mmuir@oaklandca.gov)



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# **COMMUNITY POLICE REVIEW AGENCY**

**Mac Muir, Executive Director**

**REQUEST FOR PROPOSALS (RFP)**

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**Development and Design of the CPRA  
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## I. INTRODUCTION

This Request for Proposal (RFP) is being issued by the City of Oakland, Community Police Review Agency (CPRA). The CPRA conducts investigations into public complaints of misconduct against Oakland Police Department (OPD) officers.

**Submit Proposals Electronically:** To Project Manager, Mac Muir [mmuir@oaklandca.gov](mailto:mmuir@oaklandca.gov)

**Contact Information:** The following City staff members are available to answer questions regarding this RFP:

**Project Manager:** Mac Muir at [mmuir@oaklandca.gov](mailto:mmuir@oaklandca.gov) or (510) 238-2258.

## II. SCOPE OF SERVICES

The Community Police Review Agency (CPRA) conducts investigations into public complaints of misconduct against Oakland Police Department (OPD) officers. The CPRA is seeking a consultant to develop, create, and design the CPRA annual report.

Respondents to this Request for Proposal (RFP) should have experience in creating high-quality comprehensive reports, with visual appeal and informational graphics for city government and experience with analyzing raw data for statistical analysis in the field of civilian oversight of law enforcement.

**The contractor will be responsible for:**

- a. Researching and writing the annual report
- b. Incorporating information and data from 2021 – 2023
- c. Designing and creating easy to interpret informational graphics
- d. Editing and proofreading all text and data provided to the contractor by CPRA
- e. Compiling, revising, and editing the entire annual report as CPRA requests until a final product is achieved

**The report should include:**

- a. Front and back cover
- b. Message from the Executive Director
- c. Overview: Brief introductory written and visual matter, highlighting the mission, agenda, and accomplishments of CPRA
- d. Statistical analysis of investigative steps and outcomes
- e. Infographics: Statistical graphics or tables with accompanying text and labels

The final product should be prepared as a printable booklet in PDF format suitable for users to view online and downloadable from the CPRA's website, with active hyperlinks along with an editable Word version and will be the property of CPRA.

**Past Annual Reports:**

[CPRA Annual Report 2020](#)

[CPRA Annual Report 2019](#)

### III. PROJECT DELIVERABLES TIMELINE

Deliverables	Due Date
Detailed outline of structure and content of report as well as production timeline	To be proposed by respondent
Documentation of final graphic design concept for printable booklet version — comprehensive page layouts	To be proposed by respondent
Initial report designed with content, data, and photos for CPRA review	To be proposed by respondent
Completed annual report in printable PDF format	To be proposed by respondent

### IV. BUDGET

Applicants should submit a proposed budget for the evaluation components that is reasonable based on the requested services. The total cost should not exceed \$35,000.

### V. PROPOSAL

The proposal should include:

- a. Proposed scope of work and deliverables timeline
- b. Summary of experience developing, creating, and designing annual reports
- c. Resume(s) of contractor(s)
- d. At least three (3) work samples of reports and/or other publications with comparable projects

### VI. EVALUATION OF PROPOSALS

Proposals will be evaluated by CPRA staff and interviews will be scheduled. Selection of consultant(s) will be conducted as soon as possible after the top three candidates are interviewed.

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Contractor(s) will be subject to all rules and regulations applicable to contracting with the City of Oakland. See the City of Oakland's Contract Compliance Unit for additional information:

<https://www.oaklandca.gov/topics/contract-compliance-division>